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LG LANDRIEU TO LAUNCH FIRST PHASE OF TOURISM ADVERTISING CAMPAIGN

Ads will promote areas unaffected by hurricanes to in-state tourists, regional markets

BATON ROUGE, La. – Despite two major hurricanes, Louisiana continues to be home to some of the world’s greatest tourist attractions. That’s the message of a new \$550,000 advertising offers some campaign launched October 30 by Lt. Governor Mitch Landrieu and the Louisiana Office of Tourism.

“Promoting areas of the state that are open for business is key to restoring the state’s vital tourism industry,” said Landrieu. “Hurricanes Katrina and Rita could not take away the unique culture and history of Louisiana.”

“We must invest in the economic recovery of the state’s second largest industry, and these ads will deliver a strong return on investment for the tax payers of Louisiana,” said Angele Davis, Secretary of Culture, Recreation and Tourism. “Prior to these storms, our department returned \$15 dollars to the state coffers for every \$1 spent on promoting Louisiana.”

The first \$100,000 leg of the campaign promotes state tourist offerings to in-state tourists through display advertising in newspapers’ Sunday editions. A \$450,000 campaign will expand into out-of-state “drive markets” – nearby Southern cities – in November.

While Katrina and Rita wreaked havoc in Greater New Orleans and southwest Louisiana, most of the state saw minimal damages from the storms. Six of eight major metropolitan areas in the state – Alexandria, Baton Rouge, Houma, Lafayette, Monroe and Shreveport/Bossier City – were virtually unharmed, state tourism industry officials said.

The newspaper ads are all about a quarter-page in size. They feature stunning photography; messages reaffirming Louisiana as a prime destination for a variety of tourist types, and contact information for www.louisianatravel.com. It is the state's primary consumer information Web site, and it includes an interactive map showing open attractions statewide.

The ads will also include information on “*Louisiana Rebirth: Restoring the Soul of America*,” a strategic plan to rebuild the tourism industry. Part of the Rebirth effort includes a section in louisianatravel.com called “Rebirth Rewards,” which lists special offers and discounts at attractions, hotels and restaurants across the state.

In-state markets that will see the ads include Alexandria/Fort Polk, Baton Rouge, Hammond, Houma, Lafayette, Monroe, New Orleans, Opelousas, Shreveport and Thibodaux.

To view the ads, log onto www.crt.state.la.us/documentarchive/adcampaign.pdf

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